



Social Care Policy, Standards & Market Shaping Advisory

ESTABLISHED
2016

REFERRALS

100
%
WORD OF
MOUTH

SECTOR
EXPERIENCE

200+
YEARS
COMBINED

CERTIFIED

CE+
CYBER
ESSENTIALS



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PART A SERVICE-SPECIFIC INFORMATION

A1 SERVICE SUMMARY

Service Name

Social Care Policy, Standards & Market Shaping Advisory

Service Description

We shape social care policy, standards, and markets at national scale.

DHSC: Crown Commercial Contract developing the national Adult Social Care Case Management specification. 61 Local Authorities engaged, 150+ stakeholders coordinated, 9 themed workshops. The foundation specification that will shape how councils procure systems for years to come. CCS: £32.1 billion market analysis for Crown Commercial Service. 152 English Local Authorities surveyed, 47 Director-level interviews, comprehensive supplier landscape mapping. Strategic recommendations now informing national procurement policy.

Social Care Wales: Developing Minimum Operating Data Standards for all 22 Welsh Local Authorities. FHIR/HL7 technical mapping, data sharing use cases, Standards Council governance. National data infrastructure that connects social care across Wales.

This isn't consultancy at the margins. We work with DHSC, CCS, and national bodies to shape the frameworks, standards, and market structures that determine how social care operates. Policy that becomes practice, standards that enable interoperability, market analysis that informs billion-pound decisions.

G-Cloud Classification

CATEGORY	DETAIL
G-Cloud Lot	Lot 3: Cloud Support
Service Category	
Framework Reference	RM1557.15

Scope Boundaries

This service includes:

We deliver national policy development, data standards, and market shaping advisory - from strategic analysis to implementation frameworks.

National Specification Development

End-to-end specification development for sector-wide adoption. Requirements gathering across multiple stakeholders, consensus building, technical documentation, governance frameworks. DHSC: 61 LAs, 150+ stakeholders, foundation specification published on government frameworks.

Market Analysis & Shaping

Comprehensive market intelligence to inform policy and procurement decisions. Expenditure analysis, supplier landscape mapping, market concentration assessment, strategic options appraisal. CCS: £32.1B market analysed, 152 LAs surveyed, 47 Director interviews.

Specific Components

Pick the elements you need:

Data Standards Development: FHIR/HL7 mapping, SNOMED CT alignment, Minimum Operating Data Standards - interoperability that actually works

Market Intelligence: Supplier landscape, market share analysis, procurement route evaluation - evidence for strategic decisions

Policy Development Support: Translating policy intent into practical frameworks, specifications, and implementation guidance

Stakeholder Engagement: Large-scale consultation design and delivery - workshops, interviews, surveys, consensus building

Governance Framework Design: Standards councils, oversight bodies, adoption mechanisms - structures that sustain change

Business Process Harmonisation: Cross-authority process mapping, standardisation opportunities, efficiency analysis

AI & Automation Strategy: Sector-wide AI readiness assessment, use case identification, ethical frameworks, implementation roadmaps

Bilingual Delivery: Welsh/English delivery to Cymraeg Clir standards through established translation partnerships

This service does not include bespoke software development, ongoing managed service operations, or 24/7 production support unless explicitly agreed in the call-off contract.

A2 FEATURES

Key capabilities that differentiate this service:

Full Vertical Coverage Central government policy to local authority delivery - we operate across the entire public sector stack. DHSC and CCS at Cabinet Office level. 61 English LAs, 22 Welsh LAs at the frontline. Understanding how policy translates to practice because we work at both ends.	National Scale Delivery DHSC: 61 Local Authorities, 150+ stakeholders. CCS: 152 English LAs surveyed, 47 Director interviews. Social Care Wales: All 22 Welsh LAs. We engage at the scale that national policy requires - not samples, but comprehensive sector coverage.	Central Government Credentials Crown Commercial Contracts with DHSC and CCS. Cross-government Project Boards including DfE, NHS England, DHSC. We understand how central government works - governance, approvals, ministerial briefings. Trusted at Cabinet Office level.
Technical Standards Expertise FHIR/HL7 mapping, SNOMED CT alignment, API specifications. Data standards that enable interoperability, not just documentation that sits on a shelf. Social Care Wales: Technical standards council governance, prototype data catalogue, use case register.	Market Intelligence CCS: £32.1B market analysis, supplier landscape mapping, HHI concentration analysis. Comprehensive market intelligence that informs billion-pound procurement decisions. Evidence-based recommendations, not opinion.	Policy to Practice Standards and specifications only matter if they're adopted. We design governance frameworks, adoption mechanisms, and implementation guidance that turn policy into operational reality. Not just the what, but the how.

A3

BENEFITS

CENTRAL + LOCAL

EFFICIENCY

Cabinet Office to frontline delivery. DHSC, CCS, DfE at the top. 152 English LAs, 22 Welsh LAs at the coalface. We bridge the gap between policy intent and operational reality.

100%

SAVINGS

All our work comes through referral and reputation. We don't cold call, we don't bid competitively against incumbents. National bodies find us because other national bodies recommend us.

CONSENSUS

SATISFACTION

DHSC specification: full stakeholder sign-off across 61 LAs. Getting that many authorities to agree is the hard part - we design engagement that builds genuine consensus, not just consultation.

A4

PLATFORM EXPERTISE

PLATFORM	EXPERTISE LEVEL	EXPERIENCE
National Policy Advisory	Expert	DHSC Foundation Specification, CCS Market Discovery, Social Care Wales Data Standards. Crown Commercial Contracts at Cabinet Office level. Cross-government Project Board experience.
Data Standards (FHIR/HL7)	Expert	Social Care Wales: FHIR mapping, HL7 UK alignment, SNOMED CT. Prototype data catalogues, technical specifications, Standards Council governance. Interoperability that works.
Social Care & Education Systems	Expert	Mosaic, Liquidlogic, Synergy, Eclipse, Capita One - we've implemented them all. Policy and standards grounded in frontline system knowledge. We understand what specifications mean at the coalface because we've configured these systems.

A5

CASE STUDY

CLIENT SUCCESS

DHSC

Challenge: Department of Health and Social Care needed national Adult Social Care Case Management specification developed. Market dominated by duopoly, poor interoperability, AI initiatives blocked by legacy suppliers. Required consensus across 61 Local Authorities.

Solution: Crown Commercial Contract. 61 LAs engaged, 150+ stakeholders coordinated, 9 themed workshops. 8 functional areas specified. Cross-government Project Board (DfE, CCS, NHS England). Comprehensive requirements gathering and consensus building.

Outcome: Foundation specification delivered on-time, on-budget. Published on government frameworks (<https://khub.net/web/ascait/foundational-specification>). Full stakeholder sign-off achieved. Now shaping how councils procure case management systems. 100% client satisfaction.

CLIENT SUCCESS

CCS

Challenge: Crown Commercial Service needed strategic analysis of £32.1B Adult Social Care market. Required comprehensive market intelligence to inform future CCS participation and procurement strategy.

Solution: 20-week Discovery Project. 152 English LAs surveyed, 47 Director-level interviews. Supplier landscape mapping, HHI market concentration analysis, 5-year expenditure trends. Strategic options appraisal. 49-page comprehensive report.

Outcome: Market analysis delivered on-time. Strategic recommendations accepted. Three intervention categories identified (advisory, procurement, assurance). Evidence base now informing national procurement policy. First successful CCS engagement for BetterGov.

PART B COMPANY-WIDE STANDARDS

B1 ABOUT BETTERGOV

Better Group Limited trading as BetterGov is a specialist consultancy supporting UK public sector digital transformation since 2016.

“
We build capability, not dependency
”

— BetterGov

BetterGov works alongside internal teams to build capability and reduce dependency, ensuring services can be sustained after engagement completion. We measure success by what organisations can do independently, not by how long they need us.

How our values inform our delivery



Why BetterGov?

- **Public Sector Specialists** Deep expertise in Local and Central Government
- **100% UK-Based** All delivery staff UK-based with security clearances
- **Outcome-Focused** Success measured by results, not activities
- **Standards Aligned** GDS, DSS, DSSW, Technology Code of Practice

Our Services

- Digital Transformation
- Cloud Services
- Programme & Project Management
- Systems Implementation

- Technology Consulting
- Capability Building
- Service Design
- User Research

B2

DELIVERY
APPROACH

■ Operating Model

■ Delivery Mode

- Agile delivery (Scrum/Kanban)
- PRINCE2 Project Management
- ITIL-aligned service management
- Transparent milestone tracking

- Remote-first with secure tools
- On-site for critical workshops
- Hybrid as required

Risk Management

We actively identify common failure modes in cloud support engagements - unclear scope, data access delays, dependency risk, stakeholder availability - and address them through early scoping checkpoints and formal risk ownership. Problems are surfaced early, not discovered late.

Tooling & Frameworks

CATEGORY	DETAILS
Project Management	Azure DevOps, Jira, Confluence, Our own tools
Collaboration	Microsoft Teams, SharePoint, Miro, Power BI, Our own tools
Methodologies	Agile, PRINCE2, ITIL

Security clearances: BPSS standard on all staff. SC and DV available on request. Associates and subcontractors are vetted to the same security and quality standards as permanent staff.

B3 SERVICE MANAGEMENT

Every engagement has a dedicated Engagement Lead and Director oversight.

■ Governance

- Clear roles and accountability
- Proactive risk management
- Formal change control

■ Reporting

- Weekly/fortnightly status
- Governance meetings
- Lessons learned reviews

We maintain a live risk register with named owners. Escalation triggers are defined at engagement start, not discovered during crisis.

Escalation Matrix

LEVEL	OWNER	RESPONSE
First	Project Manager	Resolve within agreed timelines
Second	Account Director	Intervention within 24 hours
Executive	Director	Immediate action on critical issues

B4 SECURITY & COMPLIANCE

CE+ CYBER ESSENTIALS	ICO REGISTERED	ISO 9001/27001 Aligned	UK DATA CENTRES
■ Data Residency All customer data stored exclusively in UK-based data centres.		■ UK GDPR Full compliance with technical and organisational measures.	
B5	AI & AUTOMATION		

AI and automation are used only to support analysis and operational efficiency. All decisions, recommendations, and outputs are reviewed and owned by named consultants. There are no autonomous actions.

**Intelligent Analytics**

AI-powered dashboards support insight generation - human analysts interpret and validate findings

**Process Automation**

RPA reduces manual effort by up to 60% - all automation is auditable and reversible

**AI Strategy**

Advisory services for responsible AI adoption aligned with government frameworks - governance first, capability second

Our AI Principles

AI is optional - never required for service delivery

Human-led decision making on all outputs

Governance and explainability before deployment

No autonomous actions without explicit approval

B6**SERVICE LEVELS****■ Response Targets**

SERVICE	TARGET
Enquiry	4 working hours
Proposal	5 working days
Mobilisation	10 working days
Critical escalation	4 hours

Maximum quarterly credit cap: 15% of fees.

Service levels are monitored by the Engagement Lead and reviewed as part of regular governance, with trends and corrective actions shared transparently. We track what matters, not what's easy to measure.

■ Service Credits

PRIORITY	RESPONSE	CREDIT
P1 Critical	4 hours	5%
P2 High	8 hours	3%
P3 Medium	24 hours	2%
P4 Low	48 hours	1%

Support Tiers

TIER	AVAILABILITY	INCLUDES
Standard	Mon-Fri 09:00-17:30	Email, phone support
Extended	Mon-Fri 07:00-21:00	+ Priority escalation
24/7	24 hours, 7 days	+ Critical incident response

B7**ONBOARDING & EXIT****■ Mobilisation**

- Kick-off and scoping
- Access provisioning
- Risk and compliance checks
- Team familiarisation

■ Exit & Handover

- Deliverable sign-off
- Knowledge transfer
- Data export
- Deletion confirmation

Exit planning begins at engagement start. Knowledge transfer is structured to avoid single points of failure. Default retention: 90 days post-closure for audit purposes, then secure deletion. Trial service available: one-day consultancy sessions for prospective customers to evaluate our approach before commitment.

B8**CUSTOMER RESPONSIBILITIES**

- Timely system and data access
- Documentation and approvals
- Data ownership, GDPR, and IP (Customer retains ownership of all deliverables unless otherwise agreed)

- Named decision-maker
- Prompt query responses
- Third-party coordination

B9**TECHNICAL
REQUIREMENTS****■ Prerequisites**

- Stable internet connection
- Modern browser (Chrome, Edge, Firefox)
- MFA capability

■ Constraints

- Third-party dependencies
- Scheduled maintenance windows
- Bandwidth for large data transfers

B10**TRAINING & KNOWLEDGE
TRANSFER****■ Included**

- Onboarding sessions
- User documentation
- Handover knowledge transfer

■ Optional Add-Ons

- Advanced workshops
- Change management support
- Continuous learning programmes

B11**SOCIAL
VALUE****Our Commitments**

- **Net Zero 2035** Carbon reduction plan aligned with government targets
- **Living Wage** Accredited Real Living Wage employer
- **TOMs Framework** Social value measured and reported transparently
- **SME/VCSE Priority** Local and diverse supply chain engagement

B12**REPORTING & KPIS****■ Monthly**

- Milestone progress
- Risk and issue status
- Resource utilisation

■ Quarterly

- Project health assessment
- Benefits realisation
- Lessons learned

Reporting outputs are designed to support internal governance, audit, and assurance requirements. Reports can be shared directly with finance, procurement, and oversight teams without modification.

B13**PRICING****Time & Materials**

SFIA-aligned day rates

Fixed Price

Milestone-based payments

Outcome-Based

Performance-linked fees

Detailed SFIA rate card provided as separate PPG upload.

B14**ORDERING & INVOICING**

Orders placed via Public Procurement Gateway (PPG) using Contract Award Service.

TERM	DETAIL
Billing	Monthly in arrears or milestone-based
Payment Terms	30 days (Public Sector Payment Policy)
Payment Method	BACS transfer

All invoices include detailed breakdowns by deliverable and resource, suitable for finance review and audit trail requirements.

B15 BUSINESS CONTINUITY

MEASURE	TARGET
Recovery Point Objective (RPO)	Up to 24 hours
Recovery Time Objective (RTO)	24-48 hours for critical services
DR Testing	Annual minimum (ISO 22301 aligned)

B16 DATA PROTECTION

Full compliance with UK GDPR and Data Protection Act 2018.

■ Technical Controls

- Encryption in transit and at rest
- Access controls and audit logs
- Regular security assessments

■ Governance

- Designated Data Protection Officer
- ICO registration maintained
- Breach notification procedures

B17

ACCESSIBILITY

WCAG 2.1 AA
Fully compliant

WCAG 2.2
Patterns adopted in all new deliverables

Formats
HTML, PDF, large print, Easy Read

B18

CONTACT US

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Digitally Driven, Socially Empowered

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